

salesforce einstein analytics

# 5 WAYS EVERY SALES REP CAN ACCELERATE SUCCESS WITH ANALYTICS



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# INTRODUCTION

For years, companies collected customer data and hoarded it on servers, knowing that it was valuable, but not having the tools to make it easily accessible to everyone. Now companies have a growing number of useful analytics tools that help them make decisions based on facts rather than gut instinct. In fact, a recent [Salesforce Research report](#) found that underperforming companies are almost 5.7x more likely than high-performers to rely on their gut instinct instead of data when making strategic business decisions. Analytics has been a real game-changer for sales, making it easier for teams to get deeper insights into what strategies work, and what deals and opportunities they should focus on. This makes it easier to form plans of action and move faster.

Every day, your customers and prospects are generating massive amounts of data that tell you exactly how to sell to them. They meet with reps, open your emails, download marketing content, contact customer service, and engage on social media. We can help you unlock that information, connect the dots, and run with it.

*Unless noted, all statistics in this e-book were pulled from the 2015 State of Analytics report.*

# 1. THE ANALYTICS REVOLUTION

It used to be that analytics was this mysterious thing; something that was calculated and produced by a group of statisticians and IT people from afar. They would pull data from legacy systems, feed it into their complex decision support tools, and retrieve reports that leadership used to make business decisions. If a sales rep wanted answers, they would have to put in a ticket request or call an expert to get insight. Information was delivered slowly and second-hand. If they got an answer at all, it could take weeks, or longer. By which time it was probably no longer relevant.

That may have been how companies operated ten years ago, but not anymore. With the growing availability, accessibility, and lowered cost of powerful analytics tools, the culture of data has changed. Within the past decade, companies have shifted from storing data to actively using it to drive business decisions, but we're still only scratching the surface of its value.

A recent Salesforce research report shows that:

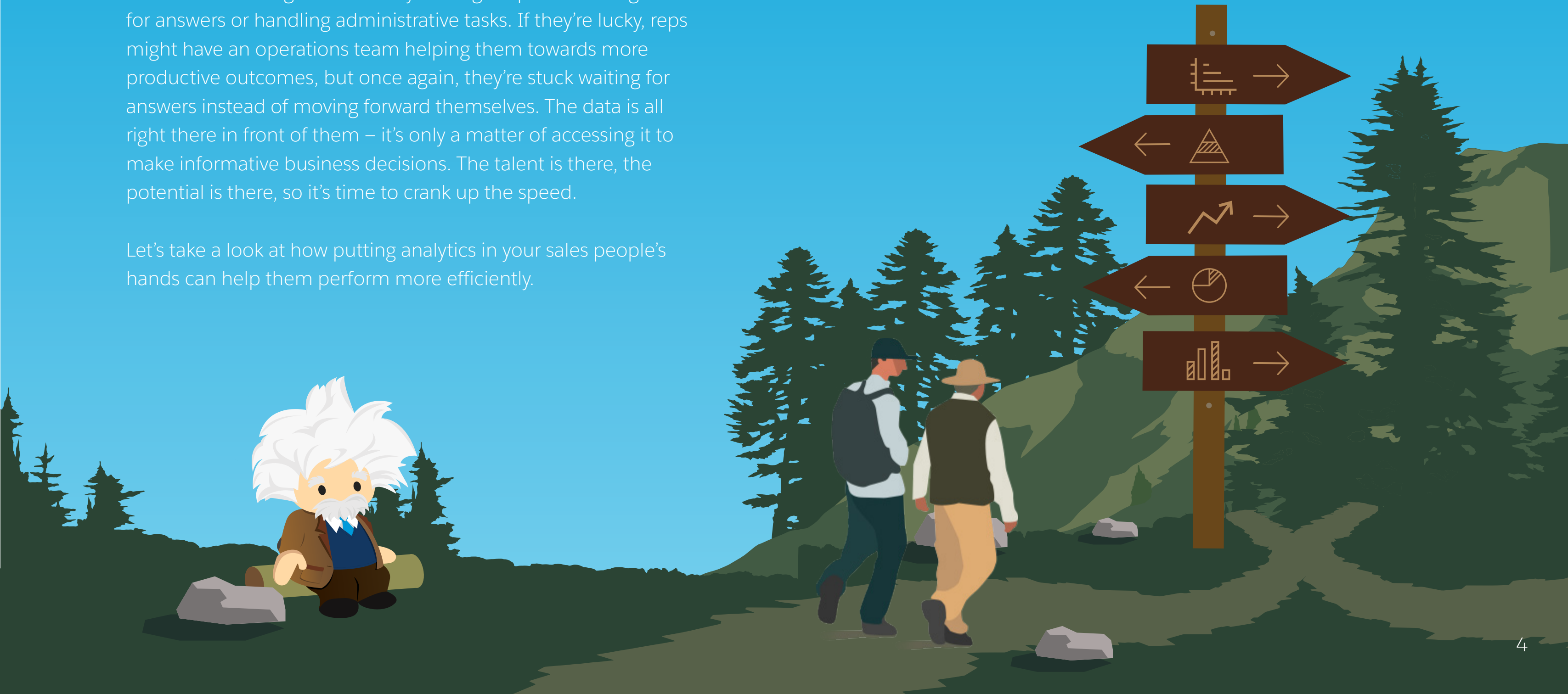
- The number of data sources actively analyzed by businesses has grown only 20% from 2010 to 2015.
- Between 2015 and 2020, the number of data sources analyzed by businesses will jump 83%.
- Between 2010 and 2020, the number of data sources analyzed by businesses will grow by 120%.

Unfortunately, at many companies, analytics still remains an exclusive tool for the leadership to make decisions. But everyone can benefit from having access to analytics.

If 90% of high-performing companies say that analytics is “critical or very important to driving the company’s overall business strategy and improving operation outcomes,” imagine how much more successful a company could be if all employees used it every day to drive those strategies and outcomes. Part of building a data-driven culture ensures that all employees understand the importance of making decisions using insight instead of instinct, from the top down.

And to make it even more accessible to employees, we think that analytics should be available natively in the business tools people are already using. They shouldn't have to switch in and out of separate programs and waste time looking up information. In particular, we know that sales teams only spend about one-third of their time selling because they're caught up in searching for answers or handling administrative tasks. If they're lucky, reps might have an operations team helping them towards more productive outcomes, but once again, they're stuck waiting for answers instead of moving forward themselves. The data is all right there in front of them – it's only a matter of accessing it to make informative business decisions. The talent is there, the potential is there, so it's time to crank up the speed.

Let's take a look at how putting analytics in your sales people's hands can help them perform more efficiently.



## 2. LEARNING FROM HISTORY

Every sales rep needs to understand how their current performance benchmarks against their previous results, as well as against their colleagues'. Otherwise, they won't know if they're spending their time wisely. Looking back at historical data helps you determine your team's next best steps, and helps them optimize what they do on a daily basis.

### Tracking Activities

Do you wear an activity tracker like a Fitbit or a Jawbone? If so, you are always gathering interesting insights about yourself like how many steps you're taking a day, how many calories you've burned, your sleep duration, and more. You can easily look back at your fitness performance and see how many miles you've walked in a week or how much more sleep you need per night. You can also compete with your friends, which makes it not only healthy, but taps into your instinct to win - which is fun.

Tracking sales activities in your CRM gives you that Fitbit-type visibility into your sales team's performance. When paired with an analytics tool, you get first-hand information on a rep's personal sales velocity and average sales duration.

Tracking dashboards can help every sales rep grab these types of key insights:

- What deals are tracking similarly to other historical deals?
- Based on previous deals, how should I plan my time?
- What activities resulted in accelerated deal closure to other deals in my pipeline?
- Am I focusing on the right accounts? Is my attention focused on the right things within those accounts?

By continuously tracking activities across every opportunity and account, sales people can understand their day-to-day performance and spot trends across their portfolios. The ultimate goal: You'll know exactly what historical efforts have worked for every customer type and segment.

46% of high-performing companies are completely data-driven, analyzing all of the data available before making a decision.

### 3. FINDING YOUR BENCHMARKS

Every great sales rep has a competitive streak. They want to exceed their quotas, outperform their peers, and get the big wins. With the help of analytics, you can quickly identify best practices and strategies for strengthening the entire team.

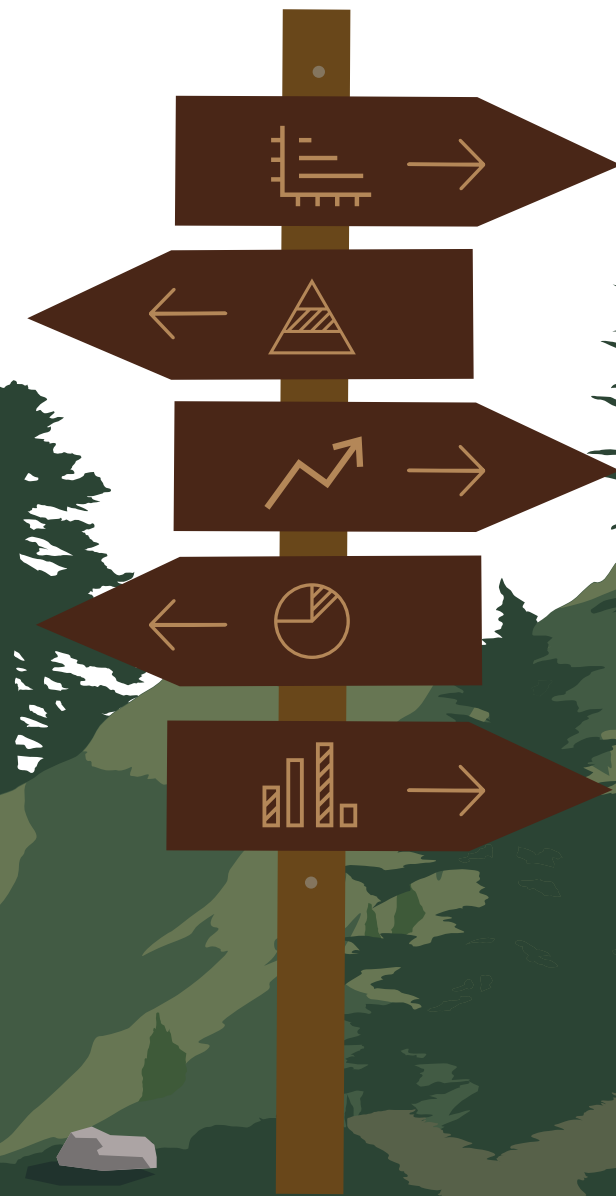
#### Identifying Top Performers

When you have easily accessible analytics within your CRM, it's simple to identify your top performers. With that information, you can begin to set overall team benchmarks for success, including average sales cycle length, win rates and average deal size, and lead response times. Having real-time benchmarks helps leadership track the health and state of sales performance from individuals to entire teams.

#### Elevate the Entire Team

Best of all, beyond sparking that competitive spirit that salespeople possess, analytics and your CRM can tell you how those top-performers are closing deals. You're able to compare and contrast tracked activities to see what's working, what's not, and the results achieved. Reps and their managers can track individual performance to see where improvements can be made. Team members struggling with an opportunity can seek advice and ideas from a top-performer with a similar historic deal. Team members with similar opportunities can collaborate and share content and information to save time and close deals faster.

74% of sales leaders are using or will be using sales analytics in the next 18 months.





## 4. IDENTIFY AND PRIORITIZE TARGETS

When you're working in sales you move quickly, so it can be difficult to know where to focus your attention. Here's where analytics comes into play: It can help you understand your entire portfolio, and give you insight on where to spend your time.

### Know exactly where to focus your attention.

Selling is not a job for lazy people. Quite the opposite; there never seems to be enough hours in the day to get everything done. With so many things on your plate, it can be difficult to figure out where to focus your attention. That's where having robust analytics tools at your fingertips comes in extremely handy. Using analytic techniques helps you know what key deals you need to spend your time on and speeds qualifying, so you know whether to move on or dig in. With a few clicks, you can:

### Identify whitespace and buying propensity.

Reps can identify high probability deals and opportunities to maneuver within a crowded competitive field.

### Fill gaps in the pipeline with addressable opportunities.

Leave no stone unturned. Your data can lead you to promising opportunities for cross-sells and upsells that move quickly.

### Realign accounts.

The top and bottom 5% accounts reveal if you're focusing on the right areas. Too many resources are going towards low-value accounts? Realign to operate more strategically. Get the right amount of coverage to the right accounts, with the right sales model for optimal performance.

55% of high performers extensively use mobile reporting tools to analyze data wherever they are.

## 5. GROW DEEPER RELATIONSHIPS

When analytics is paired with your CRM, you have an immediately accessible wealth of customer insights. From buying history and inventory levels, to sales cycles, and product usage, your team has full clarity on where you stand with your customers, and can create better, personalized recommendations to solve their problems.

### Understanding Your Customers

At the end of the day, your customers ultimately want your help to find solutions for their business problems. They want personalization, they don't want to repeat themselves with 10 different sales reps and service agents, and they don't want to wait. Many companies fail to deliver on these expectations because they simply aren't connected to the rest of their business. After all, most companies have multiple people interacting with customers every day, especially if colleagues in service or marketing are handling sensitive issues. That's where having an analytics tool to aggregate this information into easily understandable visuals is invaluable.

Having all of this information in one place gives you a complete overview of every single account. You get more clarity in customer satisfaction, capacity levels, supply chains and organizational changes.

Gain insight from:

- All activities and interactions across the company.
- Information from data that lives outside your CRM (ERP data, product usage data).
- Aggregated company news, recent filings, social media feeds.

Pulling up this kind of information before a phone call or meeting with a customer is invaluable. Not only can reps feel more confident in their knowledge and abilities to connect with customers, they'll be aware of potential issues and red flags in advance.

Compared to underperformers, high-performers are 5.1x more likely to glean timely business insights from their current analytics tools.



## Customer Spotlight



### Houghton Mifflin Harcourt™

Founded in 1832, Houghton Mifflin Harcourt (HMH) has introduced the world to iconic classics treasured by millions, and has helped educate students around the world. Just as the world has changed and become more digital, HMH has transformed their content and company to follow suit, by partnering with Salesforce in 2012 and arming their sales teams with Sales Cloud. With Salesforce, HMH was collecting an enormous volume of sales information, but was challenged with turning that data into usable insights. By using Einstein Analytics, they were immediately able to visualize information, gain unprecedented perspectives on all their interactions, and find new customer bases. “IDC projects that HMH will achieve business benefits in the form of increased employee productivity and time savings with benefits increasing over time as HMH extends the functionality of Einstein Analytics to more of its sales staff. This translates to a projected five-year ROI of more than 200 percent and a payback period of less than one year.”

“How students engage and learn has changed. With Einstein Analytics, we have the best insights to adapt.”

– Brook Colangelo,  
Chief Technology Officer  
Houghton Mifflin Harcourt



# WHAT TO LOOK FOR IN AN ANALYTICS TOOL

Analytics tools have become less expensive and widely available over the past few years, but not all tools are created equal. A tool that's too inflexible, needs IT's helps to operate, and/or is difficult to use will result in more frustration for sales reps.

**When you're looking for an analytics tool, keep these factors in mind:**

## Cloud solutions

The cloud is built for speed, innovation, and connectivity, enabling you to get data-driven insights fast. By connecting all of your data and extracting actionable results within it, your company gets to know customers better than ever and can provide seamless interactions across any channel.

## Trust

As with any technology, security, availability, and performance are essential factors when choosing an analytics provider. Ensure that your solution is built around a robust and flexible security architecture. Speak with providers about how they will protect your data and give you visibility into system performance and security.

## Intelligence

Running detailed analysis doesn't need to be a time-consuming, complex task reserved for experts. Your analytics solution should be able to unlock productivity for the whole team and assist you with uncovering hidden patterns from your sales data – through AI-powered insights and recommendations – so you can discover new sales opportunities and best practices.

## Fully Mobile

Your analytics tools should be as mobile as you are. Ensure that your analytics tool is designed for mobile and optimized across every device. Look for providers that include pre-designed apps to give immediate answers to every member of your team, while enabling you to adapt and customize to your ongoing business needs.

Top 3 factors business leaders look for when choosing an analytics tool:

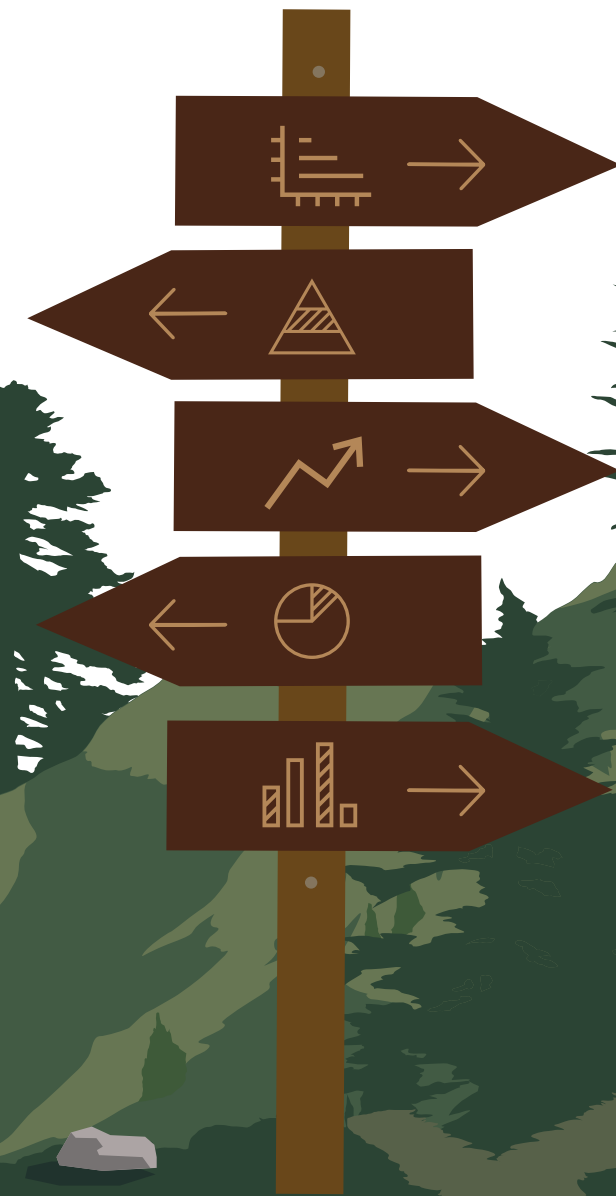
Speed/ease of  
deployment  
68%

Ease of use for  
business users  
65%

Self-service and  
data-discovery tools  
61%

# CONCLUSION

Analytics shouldn't be a complex or mysterious thing that's only accessible to a handful of people in your sales organization. It's also not just a tool for making post-hoc decisions anymore, but for gaining real-time insights when you need them. Whether you're working on an opportunity with your team or prepping just before a customer meeting, the benefits of having analytics integrated into your CRM helps you make better everyday decisions and speeds up your productivity. We've seen how it can help make sales teams more effective by learning from historic data, setting benchmarks, helping teams prioritize, and understanding customers more completely. Now is the time for you to supercharge your sales team's productivity by integrating tools that help crush both their quotas and the competition.



# TURN YOUR SALES CLOUD DATA INTO SMARTER SALES

Sales Analytics plugs into Salesforce, so you can get up and running right away. No more waiting for IT to install and optimize software and hardware. Now, it's easier than ever to ask questions, share insights, and take action from anywhere.

## 1) Get a complete view of your sales data.

Sales Analytics seamlessly integrates with Sales Cloud, giving you a quick view of your sales data in dynamic dashboards. And because it's built by Salesforce, you get the same speed, scale, and security you already enjoy.

## 2) Monitor trends in your pipeline.

With 40+ Sales KPIs, your entire sales team can finally track year-over-year business performance, review pipeline movement and risk indicators, and forecast metrics to identify behaviors that drive sales.

## 3) Take actions without leaving the app.

Create or update records and objects with newfound insights or answers, right within the app – instantly communicate your findings and collaborate on next steps through Chatter, on any device.



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